

Bryce Burks | Product Strategy & Transformation Leader

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SUMMARY

Strategic product and transformation leader with 15+ years of experience bridging business vision and technical execution to deliver scalable, customer-centric platforms. Proven record of leading digital transformation, scaling agile teams, and driving multi-million-dollar growth across SaaS, healthcare, fintech, and regulated industries. Entrepreneurial and data-driven, with expertise in roadmap execution, portfolio management, and executive stakeholder alignment. Passionate about building resilient organizations and innovative products that deliver measurable value.

SKILLS

- Product Vision, Strategy & Roadmapping
- Enterprise Business & Digital Transformation
- Scaled Agile Leadership & Coaching
- Customer Experience & Journey Mapping
- Talent Development & Team Leadership
- Executive Stakeholder Alignment & Influence
- OKRs, KPIs & Data-Driven Decision Making
- Go-to-Market Strategy & Innovation Management
- Coaching & Mentorship of Product Managers
- Change Leadership & Cultural Transformation

PROFESSIONAL EXPERIENCE

Imperial PFS | Product Management & Agile Consultant | Sep 2022 - Current

- Orchestrated enterprise-wide product strategy and digital transformation initiatives for B2B and SaaS organizations, aligning technology investments with corporate growth goals and innovation roadmaps.
- Drove the design, build and deployment of a brand new mobile app for nurses and other medical to schedule and plan at-home medical services.
- Built and scaled high-performing agile organizations, mentoring and coaching 60+ cross-functional team members while instituting delivery frameworks that boosted velocity, collaboration, and predictability.
- Defined and executed scalable, market-informed roadmaps leveraging customer insights, competitive intelligence, and emerging trends to prioritize features that accelerated adoption and market penetration.
- Established enterprise operating models and governance frameworks to standardize product delivery, improve transparency, and ensure alignment between executive stakeholders and product teams.

Spring Venture Group | Manager of Product Management | Jul 2020 - Sep 2022

- Built and scaled a new product development organization, establishing vision, structure, and processes that enabled the successful launch of four products from concept to market.
- Directed and coached a team of product managers, fostering a culture of innovation, data-driven decision-making, and accountability that improved delivery outcomes and team performance.
- Developed and executed the platform strategy for a Medicare sales ecosystem, directly contributing to \$240M+ in annual revenue while driving sustainable growth in a highly regulated industry.
- Launched a sales focused mobile app that captured 10% of monthly quotes within six months, optimizing quote-to-close workflows and increasing conversion rates, resulting in accelerated revenue growth.
- Championed discovery and usability practices, uncovering key conversion levers and untapped market opportunities that informed strategic product roadmaps and expanded the company's competitive advantage.

Federal Reserve Bank, Kansas City | Senior Product Manager | Oct 2019 - Jul 2020

- Owned product roadmap for a mission-critical interbank solution used across 12 districts.
- Increased adoption by 10% through streamlined reporting and workflow enhancements.
- Implemented prioritization frameworks based on business value and stakeholder impact.
- Enabled transparency and alignment through agile practices across product and engineering.

Artisan Technology Group | Agile Coach | May 2018 - Oct 2019

- Advised enterprise clients (healthcare, manufacturing, finance) on scaled agile transformation.
- Led 8 simultaneous client engagements with executive coaching, backlog refinement, and facilitation.
- Delivered agile operating models and changed roadmaps that accelerated delivery and boosted stakeholder trust.

Associated Wholesale Grocers | Senior Project Manager | Jul 2017 - May 2018

- Modernized internal operations through agile-led technology initiatives.
- Created roadmap visibility tools and dashboards to improve delivery accountability.
- Facilitated alignment between engineering and business leaders to ensure strategic execution.

Valorem | Senior Project Manager | Jul 2015 - Jul 2017

- Delivered large-scale software projects in 3D modeling, BI, and analytics.
- Improved project throughput by embedding agile rituals and delivery metrics.
- Partnered with product owners and clients to align solution design with business goals.

Grantham University | Product Owner | Feb 2013 - Jul 2015

- Owned the roadmap for student lifecycle products—enrollment, onboarding, engagement.
- Introduced agile practices, reducing delivery cycles by 30%.
- Collaborated with executive stakeholders to link platform investment to enrollment outcomes.

ADDITIONAL EXPERIENCE

H&R Block, VinSolutions, Sprint, and Buckeye Mountain | Project Manager | 2011–2013

- Delivered projects across finance, telecom, and edtech using agile and hybrid delivery models.
- Managed stakeholder expectations, schedules, and risks across diverse product domains.

EDUCATION

BS - Business Administration

Grantham University

AS - Computer Science

Grantham University

CERTIFICATIONS

- 280 Group Optimal Product Management & Product Marketing
- ICAgile (ICP-ATF) Agile Team Facilitator
- Scrum Alliance (CSPO) Certified Scrum Product Owner